

ABSTRAK

DESIGNING DESTINATION TOURISM BRANDING EMBUNG TERPADU

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A popular tourism location in Dayun Village, Dayun District, Siak Regency, Riau Province is called Integrated Embung. It provides a wide range of experiences and attractions, such as historical monuments, nature tourism, cultural events, educational opportunities, delectable food, and more. Many outside of Riau are still unaware of Integrated Embung, despite its offerings. Travelers frequently find out about this location through recommendations from locals and word of mouth. The problem is that, partially as a result of Dayun Village's inadequate advertising, Integrated Embung lacks a strong brand image, or destination branding, and has not yet realized its full tourism potential.

The problem of how to develop a visual identity that may improve the worth of Integrated Embung must be dealt with in light of the current circumstances. The purpose of developing an identity design is to communicate the history and image of Integrated Embung with the goal to increase tourism and improve the destination's popularity. For Integrated Embung, this study will employ a quantitative approach and comparative analysis—more especially, SWOT analysis—to create a destination branding plan that includes a visual logo and its variations. The goal is to make Integrated Embung more visible to a larger audience, draw in more visitors, and improve its reputation in the face of competition from other Indonesian tourist sites by creating a destination brand as a marketing tool."

Keywords: Nature, Culture, Family